

IN THE SPECIFICATION

Please amend the paragraph at page 2, lines 15-18 as follows:

Furthermore, a questionnaire survey is conducted on the Web server, ~~an~~ a question with an arbitrary content is addressed to an audience, and an answer can be obtained from the audience.

Please amend the paragraph at page 6, lines 10-15 as follows:

However, the increasing of the number of panel members is not ~~efficiency~~ efficient, for example, because it is difficult to secure the panel members. Even if the number of panel members is increased, the information sufficient for statistical analysis cannot sometimes be obtained.

Please amend the paragraph at page 25, lines 2-5 as follows:

First, a person gives URL of the arbitrary Web page as a ~~seeds~~ seed to the crawler. The crawler acquires the content of the Web page designated by the URL given as the seeds by an HTTP protocol.

Please amend the paragraph at page 25, lines 6-12 as follows:

Then, the crawler acquires the URL of another Web page designated by the hyperlink from the obtained content of the Web page, acquires the content of the another Web page designated by the URL, and repeats this processing. When an appropriate ~~seeds~~ seed is given to the crawler, the sufficient URL of the Web page on WWW is automatically collected.

Please amend the paragraph at page 31, lines 7-10 as follows:

FIG. 6 is a diagram showing ~~an~~ a constitution example of the accessed URL notification message. An accessed URL notification message 16 includes a panel member ID number and accessed Web page URL.

Please amend the paragraph at page 51, lines 21-23 as follows:

Moreover, an audience information acquiring program ~~184~~ 204, analysis processing program ~~185~~ 205, and output program ~~186~~ 206 are also similarly executed.

Please amend the paragraph at page 52, line 26 through page 53, line 2 as follows:

Subsequently, the audience information generating function 284 extracts the panel member characteristic information stored in the Web audience rating surveyor ~~server~~ server 24, and generates the audience information (T4).

Pleased amend the paragraph at page 53, line 24 through page 54, line 2 as follows:

As described above, when the Web audience analysis system 23 of the fifth embodiment is utilized, the audience can effectively be analyzed even with a small number of panel members having browsed the analysis object Web page, and the potential audience can also be surveyed.